

# American Sports University

## General Catalog

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## Home of the Screaming Eagles

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## MESSAGE FROM THE PRESIDENT

Dear Prospective Student:

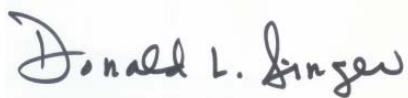
I would like to introduce you to American Sports University (ASU), the nation's only four-year college dedicated to sports education.

ASU is a new, independent, private degree-granting institution focusing on the discipline of Sports Education. The undergraduate degree program leads to the Bachelor of Science degree in Sports Education. Course work is available for students who wish to concentrate in Sports Management, Marketing and Recreation Management; Sports Coaching, Fitness and Health; Golf Management; or Sports Multimedia at both the degree and certificate level. Our programs emphasize theoretical and practical sport experiences in each of the emphasis areas.

We are located in the heart of downtown San Bernardino, CA. The city is the gateway to the San Bernardino National Forest and Mountains. This area provides a varied number of summer and winter recreational opportunities. San Bernardino has a rich history of serving a wide variety of youth sports competitions throughout the year. California State University San Bernardino and San Bernardino Valley College are located in our town. Many golf and recreational opportunities are available in the Inland Empire that surrounds the city. We are within an hour's drive of Palm Springs and Los Angeles.

Your academic instruction in Sports Education will be provided by working professionals in the sports world. Our faculty will provide you with personal attention and assistance in attaining your professional development objectives. When you graduate, you will be prepared to succeed in the competitive world of the business of sports.

If I can serve you in preparing for this educational opportunity to embark on a sports-industry career, feel free to contact me personally at ASU. I am looking forward to getting to know you.

A handwritten signature in blue ink that reads "Donald L. Singer". The signature is written in a cursive, flowing style.

Dr. Donald L. Singer, Ph. D.  
President  
American Sports University

## GENERAL INFORMATION

### STATEMENT OF MISSION AND PURPOSE

American Sports University (hereinafter ASU or the University) is an independent and private degree-granting institution serving students in the United States as well as from around the world. American Sports University addresses the need for high quality management of sports-related programs, with its sole academic focus on the discipline of Sports Education. Instruction is offered at both the undergraduate and graduate levels, including Doctoral programs. The undergraduate program leads to a Bachelor of Science degree, with concentrations on a variety of sports related emphases. Coursework is available for students who wish to concentrate on Sports Management, Marketing and Recreation Management; Sports Coaching, Fitness and Health; Sports Multimedia; and Golf Management; at both the degree and certificate level. Programs emphasize theoretical and practical objectives in each area.

The graduate level programs - Master of Sports Education in Sports Management and Doctor of Sports Management - are intended to provide advanced studies for academic growth and development in the management of sports-related fields of interest. This goal is accomplished by building on a foundation of core courses from undergraduate study, by emphasizing the physical performance of the discipline, and by transferring fundamental theories to practical applications in the sports industry.

These programs meet the needs of students who are interested in a dynamic sports career as an Athletic Director, Sports Marketing Director, Game Day Operations Director, Academic Advisor to athletes, Director of Fundraising and Development in the athletic arena, or Director/ Manager of Sports Operations, and want to learn successful sports business techniques.

### UNIVERSITY OBJECTIVES

- To emphasize the theoretical and practical applications of the discipline of Sports Education
- To prepare students to become conversant in course content material and hone skills through appropriate learning activities
- To provide diverse and global education and instruction for those who are passionate about a career in sports
- To provide a solid academic background for those who want to participate in the competitive world of the business of sports
- To teach students to value life-long learning as essential to their personal growth and develop a philosophy of life that helps to nurture the spirit and concern for the community and environment

### STATE APPROVAL

American Sports University is a private institution.

#### **What You Should Know About Our State Re-Approval**

Although this institution was approved to operate by the former Bureau for Private Post-secondary and Vocational Education, our pending application for re-approval to operate has not yet been reviewed by the Bureau for Private Postsecondary Education. For more information, call the Bureau for Private Postsecondary Education at (916) 431-6959, or toll free at (888) 370-7589, or visit its website at [www.bppe.ca.gov](http://www.bppe.ca.gov).

## CAMPUS

American Sports University is located in the city of San Bernardino, California. All courses are taught at 399 North D Street, San Bernardino, CA 92401.

Currently, all classrooms and offices are located in a central building. Approximately nine thousand feet is designated for classrooms, for a computer lab and library, and for administrative offices. Sufficient parking space for students, administration, and faculty is provided immediately adjacent to the building. Students will find the following accommodations:

- There is a dormitory on campus that houses up to 300 students. Rooms are singles, doubles, triples, or quads with in-suite bathrooms.
- A spacious gym is available for students to utilize. Multiple rings and an indoor track are included in these facilities.

## PROGRAMS OF STUDY

### PHILOSOPHICAL FOUNDATION FOR ALL PROGRAMS

The curriculum of American Sports University has been designed to meet the standards set forth in the purpose, objectives, and philosophy of the institution, with particular attention paid to the ethics and integrity required in all of our academic disciplines. ASU has certain core values that define us in all of our endeavors—whether in the classroom, on the athletic field, or in our interactions with one another. These values include self-discipline, high ethics, passion, and a focus on all-around excellence.

When you decide to attend ASU, you will have made a “lifestyle choice” to be among classmates and faculty who share and reflect these values. Like you, your fellow students will have a passion for sports and a burning desire to pursue a sports-industry dream, a dream that will culminate in the reality of a career in which you will creatively capitalize on the concepts and skills you have learned at American Sports University to attain the financial and personal success you deserve.

All students enrolled in American Sports University are required to take two semester units of sports activity classes each semester. Students have a wide variety of activity courses to choose from at different skill levels.

### DEGREES

**Bachelor’s Degree:** Bachelor’s degrees require completion of 124 semester units

- Bachelor of Science in Sports Education

Concentrations in:

- Sports Management, Marketing, and Recreation Management
- Sports Coaching, Fitness, and Health
- Sports Multimedia
- Golf Management

Bachelor’s degrees (except Golf Management) comprise:

- Core Courses, 36 Semester Units
- General Education, 42 Semester Units
- Program-Specific Courses, 30 Semester Units
- Sports Activity Courses, 16 Semester Units
- **Total: 124 Semester Units**

Bachelor’s degrees in Golf Management comprise (to meet PGA Certification):

- Core Courses, 30 Semester Units
- General Education, 30 Semester Units
- Program-Specific Courses, 60 Semester Units
- Sports Internship Courses, 6 Semester Units
- **Total: 126 Semester Units**

**Master's Degree:** Master of Sports Education in Sports Management requires completion of 30 semester units.

**Doctoral Degree:** Doctor of Sports Management requires completion of 40 semester units.

## BACHELOR'S DEGREE COURSES

**General Education (Complete 30 units of required courses, plus an additional 12 units of electives for a total of 42 Semester Credit Units)**

A well-rounded liberal arts course of study is essential for any undergraduate education. Future leaders in the world of sports need to be effective written and oral communicators; proficient in mathematics, general sciences, nutrition and health; and knowledgeable about United States and world history. All students must complete the following minimum units in General Education courses (any non-required course can serve as an elective; transferrable coursework will be credited at the Dean's discretion). Courses marked with an asterisk (\*) are required:

### **Composition – 6 units**

All students will take two semesters of composition, GE 115 and GE 116.

### **Speech Composition and Presentation – 3 units**

GE 113 is a required course.

### **Mathematics – 6 units**

Students who test out of GE 109 may proceed to GE 110. GE 111 may be taken without GE 110 as a prerequisite.

### **History – 6 units**

GE 102 is a required course. Students must also take either GE 101 or GE 103.

### **Life Sciences – 3 units**

Students may select from GE 118, GE 119, and GE 120.

### **Physical Sciences – 3 units**

Students may select from GE 121 and GE 122.

### **Nutrition and Health – 3 units**

GE 108 is a required course.

### **Electives – 12 units**

Students may select from among any non-required courses in the above disciplines, plus GE 104, GE 105, GE 106, GE 112, GE 114, GE 117, and GE 123-126.

- GE 101 Introduction to Western Civilization (3)
- GE 102\* United States History (3)
- GE 103 World History (3)
- GE 104 General Psychology (3)
- GE 105 Introduction to Sociology (3)
- GE 106 Introduction to Philosophy (3)
- GE 107 Introduction to the Arts (3)
- GE 108\* Nutrition and Health (3)
- GE 109 College Math (3)

- GE 110 College Algebra (3)
- GE 111 Applied Mathematics: Principles of Accounting (3)
- GE 112 Computer Concepts and Applications (3)
- GE 113\* Speech Composition and Presentation (3)
- GE 114 Communication and Interpersonal Relations (3)
- GE 115\* English Composition I (3)
- GE 116\* English Composition II (3)
- GE 117 World Literature (3)
- GE 118 Introduction to Biology (3)
- GE 119 Human Anatomy (3)
- GE 120 Human Physiology (3)
- GE 121 Introduction to Physical Sciences (3)
- GE 122 Introduction to Astronomy (3)
- GE 123-126 Ethics and Moral Development Seminars (2)

**Core Courses (Choose any 12 classes or 36 Semester Credit Units)**

Because American Sports University's mission is to produce leaders in the sports industry, the foundation of the curriculum lies in the Core Courses. Students will select 12 of the 18 Core Courses to explore such topics as the history and rules of sports; social, cultural, gender, and ethnic issues; sports and health psychology; the science of performance; management skills; and law and ethics.

- ASU 101 Organizational Behavior (3)
- ASU 102 Sports, Games, and Culture (3)
- ASU 103 Ethics and Culture in Sports (3)
- ASU 104 Sports Ethics & Law (3)
- ASU 105 Sports Psychology (3)
- ASU 106 Health Psychology (3)
- ASU 107 Recreation and Leisure (3)
- ASU 108 Principles of Learning and Skills Acquisition (3)
- ASU 109 History of Sports (3)
- ASU 110 Exercise Physiology (3)
- ASU 111 Conceptual Basis of Kinesiology (3)
- ASU 112 Analysis of Team Sports (3)
- ASU 113 Analysis of Individual Sports (3)
- ASU 114 Small Business Development (3)
- ASU 115 Small Business Management (3)
- ASU 116 Leadership Principles (3)
- ASU 117 Sports & Personal Development (3)
- ASU 118 Ethnic, Cultural, and Gender Issues in Sports (3)
- ASU 119 Sports Facility Design and Management (3)

**Physical Education (16 Semester Units)**

American Sports University requires all students to take at least 2 units of Physical Education each

semester. PE classes offered are:

- PE 101 Archery
- PE 102 Badminton
- PE 103 Basketball
- PE 104 Bowling
- PE 105 Boxing
- PE 106 Dance I
- PE 107 Dance II
- PE 108 Golf
- PE 109 Judo
- PE 110 Soccer
- PE 111 Softball
- PE 112 Strength & Fitness
- PE 113 Swimming
- PE 114 Taekwondo
- PE 115 Table Tennis
- PE 116 Tennis
- PE 117 Volleyball
- PE 118 Weight Lifting

### **Program-Specific Courses**

Each bachelor's program requires completion of at least 30 semester units in discipline-specific (major) courses:

#### ***Bachelor of Science - Sports Management, Marketing, and Recreation Management***

The Bachelor of Science undergraduate program in Sports Management, Marketing, and Recreation Management stresses both theoretical and practical objectives, which will give the graduate the necessary background and tools to obtain a position in the field of management, marketing, and recreation management. The program includes information on marketing principles, on consumer behavior, and on the practical aspects of relating this discipline to the general public. The University offers courses planned to meet the interests of the students as they fulfill the general education and core coursework requirements, with an emphasis on the business and practical aspects of the subject. Courses marked with an asterisk (\*) are required in the major.

- MMR 301\* Sports Business and Personnel Management (3)
- MMR 302\* Sports Administration and Finance (3)
- MMR 303 Public Relations and Fundraising (3)
- MMR 304 Managing Sports Facilities (3)
- MMR 305\* Consumer Behavior (3)
- MMR 306\* Marketing Principles (3)
- MMR 307 Sports Marketing (3)
- MMR 308 Sports Marketing Communication (3)
- MMR 309 Law and Sports Marketing (3)
- MMR 310\* History and Philosophy of Recreation (3)

- MMR 311\* Sociology of Sports (3)
- MMR 312 Commercial Recreation (3)
- MMR 313 Recreation in the Multicultural Community (3)
- MMR 314 Dynamics of Early Childhood Play (3)
- MMR 315 Internship

### ***Bachelor of Science - Sports Coaching, Fitness, and Health***

The Bachelor of Science undergraduate program in Sports Coaching, Fitness, and Health stresses both theoretical and practical objectives in these areas, which give the graduate the necessary background to obtain a position in the areas of coaching, fitness, and providing care and treatment of injuries. The University offers courses planned to meet the interests of the students as they fulfill the general education and Core coursework requirements, with an emphasis on the business and practical aspects of the subject. Courses marked with an asterisk (\*) are required in the major.

- CFH 301\* Introduction to Athletic Training (3)
- CFH 302\* Principles of Conditioning (3)
- CFH 303\* Theory and Methodology of Coaching (3)
- CFH 304 Teaching Techniques for School Physical Education (3)
- CFH 305 Coaching Principles: Individual Sports (3)
- CFH 306 Coaching Principles: Team Sports (3)
- CFH 307 Principles of Sports and Exercise Management (3)
- CFH 308 Principles of Teaching Group Fitness (3)
- CFH 309 Promoting Health and Fitness (3)
- CFH 310 Physical Activity and the Aging Process (3)
- CFH 311\* Introduction to Sports Health (3)
- CFH 312\* Prevention and Care of Athletic Injuries (3)
- CFH 313 Treatment Strategies in Sports Health (3)
- CFH 314 Biomechanics of Musculoskeletal Injury (3)
- CFH 315 Internship

### ***Bachelor of Science – Sports Multimedia***

The Bachelor of Science Degree in Sports Multimedia provides instruction that will allow graduates of the program to obtain a position in the ever-growing fields of sports multimedia. The University offers courses planned to meet the interests of students as they fulfill General Education and core coursework requirements. The courses cover history of the field, different types of multimedia, pre- and post-production work, and ethical coverage. Courses marked with an asterisk (\*) are required in the major.

- SM 301\* Introduction to Multimedia (3)
- SM 302\* Multimedia Reporting (3)
- SM 303\* Sports Writing (3)
- SM 304 Broadcast Sports Performance (3)
- SM 305 Radio and Television Sports Production (3)
- SM 306\* Multimedia Principles and Techniques (3)
- SM 307\* Media Law and Ethics (3)
- SM 308\* Issues in Sports (3)

- SM 309 Sports Communication (3)
- SM 310 Sports Journalism (3)
- SM 311 Internship

### ***Bachelor of Science – Golf Management***

The Bachelor of Science Golf Management Degree stresses both theoretical and practical objectives. The program includes information on the history of Golf and related subjects, information on designs and the principles of technique. The University offers courses planned to meet the interests of the students and accreditation requirements of the PGA of America as they fulfill the general education and core coursework requirements, with an emphasis on practical aspects of Golf Management. The student takes 60 credits as mandated by the PGA of America for Certification toward Membership in the PGA:

- GM 301\* History of Golf (3)
- GM 302\* Rules of Golf I (3)
- GM 303\* Rules of Golf II (3)
- GM 304\* Golf Car Fleet Management (3)
- GM 305\* Tournament Golf Operations (3)
- GM 306\* Player Development Programs (3)
- GM 307\* Career Development (3)
- GM 308\* Introduction to Golf Instruction (3)
- GM 309\* Golf Club Design – Fitting and Repair (3)
- GM 310\* Golf Club Design – Club Manufacturing and Technology (2)
- GM 311\* Essentials of Turf Development and Maintenance (3)
- GM 312\* Golf Swing Analysis (3)
- GM 313\* Business Planning & Golf Operations I – The Start Up (3)
- GM 314\* Business Planning & Golf Operations II – Day to Day Skills (3)
- GM 315\* Business Planning & Golf Operations III – Advanced Skills (3)
- GM 316\* Customer Service and Employee Relations (3)
- GM 317\* Food & Beverage Management (3)
- GM 318\* Swing Concepts of Teaching (3)
- GM 319\* Fundamentals of Golf Course Design and Development (3)
- GM 320\* Coaching Golf (3)
- GM 321\* Golf Internship I (2)
- GM 322\* Golf Internship II (4)
- GM 323 Competitive Golf Technique I (3)
- GM 324 Competitive Golf Technique II (3)
- GM 325 Competitive Golf Technique III (3)

### **MASTER'S DEGREE COURSES**

The graduate level program, Master of Science in Sports Business, is intended to provide advanced study for academic growth and development in the education and management of sport-related fields of interest. This objective is accomplished by building on foundation core courses from undergraduate study, emphasizing the physical performance of the discipline, and applying the foundational theory to

the practical application in the industry of sports. Courses marked with an asterisk (\*) are required.

### **Course Requirements (30 Semester Units)**

- ASU 501\* Adapted Physical Activity (3)
- ASU 502\* Philosophy of Human Performance (3)
- ASU 503\* Historical Interpretation of Human Performance (3)
- ASU 504\* International Physical Education and Sport (3)
- ASU 505\* Sport Sociology (3)
- ASU 506\* Principles & Concepts of Perceptual Motor Learning (3)
- ASU 507\* Legal and Ethical Aspects of Sport (3)
- ASU 508\* Marketing and Social Aspects of Sport (3)
- ASU 509\* Management, Leadership, and Communication in Sport (3)
- ASU 510\* Graduate Project (3)

### **DOCTORAL DEGREE COURSES**

The graduate level program, Doctor of Sports Management, is intended to provide advanced study for academic growth and development in the management of sport-related fields of interest. This objective is accomplished by building on a foundation of core courses from undergraduate study, emphasizing the physical performance of the discipline and applying the foundational theory to the practical application in the industry of sports. Courses marked with an asterisk (\*) are required.

### **Course Requirements (40 Semester Units)**

- ASU 601\* Sports Management (4)
- ASU 602\* Psychology of Elite Performance (4)
- ASU 603\* Sports in America: Current Issues (4)
- ASU 604\* Structure and Function of Professional and Amateur Sports Organizations (4)
- ASU 605\* Sports Marketing Research (4)
- ASU 606\* Sports Leadership Principles (4)
- ASU 607\* Research Methodologies (4)
- ASU 608\* Doctoral Degree Mentorship (4)
- ASU 609\* Dissertation (8)

### **CERTIFICATE PROGRAMS**

Certificate programs comprise the program-specific courses that make up each discipline. The following certificate programs require completion of 18 semester units:

- Sports Management, Marketing, and Recreation Management
- Sports Coaching, Fitness and Health
- Sports Multimedia
- Golf Management

***Certificate – Sports Management, Marketing, and Recreation Management (select 18 Semester Units)***

- MMR 301 Sports Business and Personnel Management (3)
- MMR 302 Sports Administration and Finance (3)
- MMR 303 Managing Sports Facilities (3)
- MMR 304 Consumer Behavior (3)
- MMR 305 Public Relations and Fundraising (3)
- MMR 306 Marketing Principles (3)
- MMR 307 Sports Marketing (3)
- MMR 308 Sports Marketing Communication (3)
- MMR 309 Law and Sports Marketing (3)
- MMR 310 History and Philosophy of Recreation (3)
- MMR 311 Sociology of Sports (3)
- MMR 312 Commercial Recreation (3)
- MMR 313 Recreation in the Multicultural Community (3)
- MMR 314 Dynamics of Early Childhood Play (3)

***Certificate - Sports Coaching, Fitness, and Health (select 18 Semester Units)***

- CFH 301 Introduction to Athletic Training (3)
- CFH 302 Principles of Conditioning (3)
- CFH 303 Theory and Methodology of Coaching (3)
- CFH 304 Teaching Techniques for School Physical Education (3)
- CFH 305 Coaching Principles: Individual Sports (3)
- CFH 306 Coaching Principles: Team Sports (3)
- CFH 307 Principles of Sports and Exercise Management (3)
- CFH 308 Principles of Teaching Group Fitness (3)
- CFH 309 Promoting Health and Fitness (3)
- CFH 310 Physical Activity and the Aging Process (3)
- CFH 311 Introduction to Sports Health (3)
- CFH 312 Prevention and Care of Athletic Injuries (3)
- CFH 313 Treatment Strategies in Sports Health (3)
- CFH 314 Biomechanics of Musculoskeletal Injury (3)

***Certificate - Sports Multimedia (select 18 Semester Units)***

- SM 301\* Introduction to Multimedia (3)
- SM 302\* Multimedia Reporting (3)
- SM 303\* Sports Writing (3)
- SM 304 Broadcast Sports Performance (3)
- SM 305 Radio and Television Sports Production (3)
- SM 306\* Multimedia Principles and Techniques (3)
- SM 307\* Media Law and Ethics (3)
- SM 308\* Issues in Sports (3)
- SM 309 Sports Communication (3)

- SM 310 Sports Journalism (3)
- SM 311 Internship

***Certificate – Golf Management (select 18 Semester Units)***

- GM 301 History of Golf (3)
- GM 302 Rules of Golf I (3)
- GM 303 Rules of Golf II (3)
- GM 304 Golf Car Fleet Management (3)
- GM 305 Tournament Golf Operations (3)
- GM 306 Player Development Programs (3)
- GM 307 Career Development (3)
- GM 308 Introduction to Golf Instruction (3)
- GM 309 Golf Club Design – Fitting and Repair (3)
- GM 310 Golf Club Design – Club Manufacturing and Technology (2)
- GM 311 Essentials of Turf Development and Maintenance (3)
- GM 312 Golf Swing Analysis (3)
- GM 313 Business Planning & Golf Operations I – The Start Up (3)
- GM 314 Business Planning & Golf Operations II – Day to Day Skills (3)
- GM 315 Business Planning & Golf Operations III – Advanced Skills (3)
- GM 316 Customer Service and Employee Relations (3)
- GM 317 Food & Beverage Management (3)
- GM 318 Swing Concepts of Teaching (3)
- GM 319 Fundamentals of Golf Course Design and Development (3)
- GM 320 Coaching Golf (3)
- GM 321 Golf Internship I (2)
- GM 322 Golf Internship II (4)
- GM 323 Competitive Golf Technique I (3)
- GM 324 Competitive Golf Technique II (3)
- GM 325 Competitive Golf Technique III (3)

***Certificate – Sports Multimedia (select 18 Semester Units)***

- JB 301 Introduction to Multimedia (3)
- JB 302 Broadcast Reporting (3)
- JB 303 Sports Writing (3)
- JB 304 Broadcast Sports Performance (3)
- JB 305 Radio and Television Sports Production (3)
- JB 306 Multimedia Principles and Techniques (3)
- JB 307 Media Law and Ethics (3)
- JB 308 Issues in Sports (3)
- JB 309 Sports Communication (3)
- JB 310 Sports Journalism (3)

## **UNIVERSITY COURSES**

The University reserves the right to cancel any course for which there is insufficient enrollment. Class sessions will be held on campus.

### **GENERAL EDUCATION**

#### **GE 101 Introduction to Western Civilization (3 Semester Units)**

This course presents the roots of modern civilization in the West as revealed by a study of significant cultures and societies of the past from the earliest times with emphasis upon the historical development of basic elements of culture and problems of contemporary times.

#### **GE 102 United States History (3 Semester Units)**

United States History is an interpretation of the more meaningful and significant issues, events, and ideas that have played a major role in shaping present day America. Main attention is focused upon political and economic aspects with some treatment of social and cultural developments.

#### **GE 103 World History (3 Semester Units)**

This course is an overview of world history from the earliest writings through the rise of capitalism. The course includes a brief survey of civilizations from those of Mesopotamia, Egypt, China, and Meso America through the Middle Ages, Renaissance, and Industrial Revolution.

#### **GE 104 General Psychology (3 Semester Units)**

General Psychology is an intensive study of human behavior. The course examines scientific principles, biological basis of behavior, sensation, perception, learning memory, motivation, thinking, individual differences, intelligence, personality, behavior disorders, and therapeutic behavior change.

#### **GE 105 Introduction to Sociology (3 Semester Units)**

This course will introduce systematic methods of empirical investigation and critical analysis to develop knowledge about social structure and activity, with the goal of applying it to the world of sports.

#### **GE 106 Introduction to Philosophy (3 Semester Units)**

Introduction to Philosophy is an overview of the classical and modern problems of philosophy. A consideration of the nature of knowledge, views of the cosmos or world, and the problems of truth, beauty, ethics, and theology.

#### **GE 107 Introduction to the Arts (3 Semester Units)**

The objective of this course is to trace the history and development of sport art through the ages. The influences of culture, technology, and artistic expression on sport art will also be reviewed.

### **GE 108 Nutrition and Health (3 Semester Units)**

Nutrition and Health is a course in nutrition and physical fitness. It provides the student with an overall study of the relationship between nutrition and physical fitness. The effects of nutrition on the anatomical and physiological aspects of the body are emphasized. The course also examines the production of energy from the intake of a variety of nutritional sources. The process of metabolism as a means toward energy production and physical activity is also discussed. Meal planning, basic physiology, current nutritional practices, eating disorders, weight control, and athletic training are examined as they relate to the nutritional aspects of physical fitness.

### **GE 109 College Math (3 Semester Units)**

This course covers the fundamentals of mathematics, including integers, fractions, decimals, ratios, proportions, percents, geometric constructions, and elements of pre-algebra.

### **GE 110 College Algebra (3 Semester Units)**

This course includes problem solving, elementary number theory, algebra, logic, and measurement. Selected problems are explored and extended across content strands. Various instructional methods and assessment alternatives are modeled.

### **GE 111 Applied Mathematics: Principles of Accounting (3 Semester Units)**

This course includes instruction in applying core mathematical skills to the essential elements of business operations in accounting. Subjects covered include: keeping ledgers, profit and loss, gross and net income, loan interest, calculating taxes, and maintaining a payroll.

### **GE 112 Computer Concepts and Applications (3 Semester Units)**

This course is intended for students with little or no computer experience. Topics include: history of computing, computer applications program translation, hardware, and technology and society.

### **GE 113 Speech Composition and Presentation (3 Semester Units)**

This course presents the theory and techniques of public speaking in a democratic society. An introduction to a variety of perspectives and approaches used to research, organize, deliver, and evaluate public presentations.

### **GE 114 Communication and Interpersonal Relations (3 Semester Units)**

Communication and Interpersonal Relations is designed to teach communication and interpersonal relations skills that are crucial in the sports industry.

### **GE 115 English Composition I (3 Semester Units)**

The objective of this course is to develop the student's analytical and comparative skills in reading and writing. The course includes academic (interpretive, analytical, argumentative) writing based largely on reading of literary/imaginative texts linked by a common theme or issue. Students will be asked to perform outside research leading to analysis, comparison, and synthesis in a documented research

paper.

### **GE 116 English Composition II (3 Semester Units)**

This course offers continued development of the student's writing, analytical, and comparative skills. The class culminates in a research paper, complete with title page, footnotes, and bibliography.

### **GE 117 Modern World Literature (3 Semester Units)**

This course introduces selected literature from around the world since the Second World War from the United States, Middle East, Europe, Latin America, Africa, and Asia.

### **GE 118 Introduction to Biology (3 Semester Units)**

This course will explore living organisms through the five different principles of modern biology: cell theory, evolution, gene theory, homeostasis, and energy.

### **GE 119 Human Anatomy (3 Semester Units)**

Human Anatomy comprehensively covers the systems of the human body. The laboratory includes the study of tissues using the microscope and a detailed study of the human skeleton.

### **GE 120 Human Physiology (3 Semester Units)**

Human Physiology focuses on how organ systems operate and interact to maintain homeostasis including responses to common challenges and disorders.

### **GE 121 Introduction to Physical Sciences (3 Semester Units)**

This course is a basic introduction to the study of the physical world. It is a study of material systems for the non-science major, with an emphasis on the principles of physics and inorganic chemistry.

### **GE 122 Introduction to Astronomy (3 Semester Units)**

Introduction to Astronomy provides a quantitative introduction to the solar system, stars, the interstellar medium, the galaxy, and the universe, as determined from a variety of astronomical observations and models.

### **GE 123-126 Ethics and Moral Development Seminars (2 Semester Units)**

This series of seminars is designed to develop within students the ability to recognize and evaluate ethical and moral situations. Students will also learn how to approach and better understand different perspectives.

## **CORE COURSES**

### **ASU 101 Organizational Behavior (3 Semester Units)**

Organizational Behavior is a presentation of major concepts of the behavioral sciences that apply to the management of sports organizations. The focus is on understanding factors and developing skills that affect the behavior and ultimately the performance of individuals and groups within organizations.

### **ASU 102 Sports, Games, and Culture (3 Semester Units)**

Sports, Games, and Culture is designed to help students understand the role of sports in society with a special emphasis on drug use and abuse as well as differences in how sports are viewed in different cultures.

### **ASU 103 Ethics and Culture in Sports (3 Semester Units)**

This course explores themes within the culture of sports and how ethics is portrayed, clouded, or discovered within the nuances of the industry.

### **ASU 104 Sports Ethics and Law (3 Semester Units)**

Sports and Law is a course designed to introduce the rules of law as they relate to the sports industry and its transactions. The class defines and classifies the different types of law and court systems and procedures.

### **ASU 105 Sports Psychology (3 Semester Units)**

Sports Psychology starts the semester providing a basic background in general psychology. During the second half of the semester, this class presents the dynamics of group and individual interaction in sports.

### **ASU 106 Health Psychology (3 Semester Units)**

This course presents areas of health, illness, injury, treatment, delivery of treatment, and rehabilitation that are understood by psychological principles, including perception and emotions. The course also includes the use of psychological principles in the rehabilitation process from illness and injury to the sustaining of optimal health.

### **ASU 107 Recreation and Leisure (3 Semester Units)**

Recreation and Leisure is the examination of the fundamental concepts, principles, and the process of planning, construction, use, and management of leisure facilities (sport, fitness, physical education, recreation, resort, park, and tourism). It is also the study of positive and negative economical, social, environmental, and political implications of leisure facility

development, as well as recommendations for planning, construction, use, and operation of recreation facilities.

### **ASU 108 Principles of Learning and Skills Acquisition (3 Semester Units)**

This course focuses on the domain of human learning and how individuals gain skills. The course uses experimental findings of human cognitive conditioning, retention, transfer of training, and the relationship between motivation and learning. Genetic, behavioral, cognitive, and social environment aspects are discussed. Individual differences that affect learning and skill acquisitions (e.g., anxiety, culture, prior knowledge, perception, values, and motivation) are explored.

### **ASU 109 History of Sports (3 Semester Units)**

This course is a survey history course of sports in both western and eastern civilizations. The history of sports provides information on social changes throughout time and how society has changed its beliefs, evident in the creation of new games and rules.

### **ASU 110 Exercise Physiology (3 Semester Units)**

Exercise Physiology studies the various factors that can affect human performance, including regulatory mechanisms, responses, and adaptations that occur as a result of physical activities.

### **ASU 111 Conceptual Basis of Kinesiology (3 Semester Units)**

This course addresses the broad spectrum of human performance as a discipline, the concept of humans as moving beings. Aims and objectives of physical education as well as current issues and professional responsibilities are covered.

### **ASU 112 Analysis of Team Sports (3 Semester Units)**

Analysis of Team Sports is a course designed to introduce students to the rules and strategies of team sports.

### **ASU 113 Analysis of Individual Sports (3 Semester Units)**

Analysis of Individual Sports is a course designed to introduce students to the rules and strategies of individual sports.

### **ASU 114 Small Business Development (3 Semester Units)**

Small Business Development provides students the tools necessary to cull information, research, and prepare as part of the development of a small business. The course delves into undergraduate business topics, but with an emphasis on sports.

### **ASU 115 Small Business Management (3 Semester Units)**

Students study specific management skills and gain knowledge of key business practices that aid in efficiently managing a small business. Leadership traits, decision-making skills, and how to manage employees will be covered.

### **ASU 116 Leadership Principles (3 Semester Units)**

Leadership Principles is a course designed to teach the students basic skills of leadership in the business world.

### **ASU 117 Sports and Personal Development (3 Semester Units)**

Sports provide not only physical development, but also emotional and mental development. This course will explore the underlying themes of sports and its effects on personal growth.

### **ASU 118 Ethnic, Cultural, and Gender Issues in Sports (3 Semester Units)**

This course is the study of sports from a global perspective, from the viewpoint of ethnic minorities, differing cultures, and women in sports.

### **ASU 119 Sports Facility Design and Management (3 Semester Units)**

This course is a study of the principles, guidelines, and recommendations for planning, constructing, using, and maintaining sports facilities. It is designed to provide students with an awareness of the facilities appropriate to sport programs, ranging from colleges to ultra-modern, private fitness centers.

## **SPORTS MANAGEMENT, MARKETING, AND RECREATION MANAGEMENT**

### **MMR 301 Sports Business and Personnel Management (3 Semester Units)**

Sports Business and Personnel Management is the study of the principles of personnel management including staffing, development of human resources, creation of a favorable work environment, management-labor relations, remuneration, security, and system appraisal as they apply to sports.

### **MMR 302 Sports Administration and Finance (3 Semester Units)**

This course introduces the concepts of sports administration and finance. The course provides an analysis of the financial decision-making process of a firm from both internal and external points of view.

### **MMR 303 Public Relations and Fundraising (3 Semester Units)**

Public Relations and Fundraising is a study of the nature, content, and application of public relations in sport programs. The course also includes concepts of sport fundraising activities.

### **MMR 304 Managing Sports Facilities (3 Semester Units)**

Managing Sports Facilities is the study of the principles, guidelines, and recommendations for planning, construction, and the use and maintenance of indoor and outdoor sport, physical education, recreational, and fitness facilities.

### **MMR 305 Consumer Behavior (3 Semester Units)**

Consumer Behavior is a comprehensive study of behavioral models and concepts to help understand, evaluate, and predict consumer behavior in terms of marketing implications. Determinants of consumer behavior are explored to gain understanding of the complex forces as they affect the marketplace. The course emphasis is upon understanding the processes that influence the acquisition, consumption, and disposition of private and public sector goods and services.

### **MMR 306 Marketing Principles (3 Semester Units)**

Marketing Principles develops a managerial viewpoint in planning and evaluating marketing decisions of the firm: products, pricing, channels, promotion, information processing, legal implications, and marketing in contemporary society.

### **MMR 307 Sports Marketing (3 Semester Units)**

Sports Marketing is the study of the sports marketing principles and an evaluation of the elements of the marketing mix (product, place, price, promotion, and public relations) and their unique applications to the sports industry.

### **MMR 308 Sports Marketing Communication (3 Semester Units)**

Sports Marketing Communication is an overview of sports marketing communications including advertising and sales promotion. Topics covered include behavioral, legal, economic, and institutional aspects, as well as decision models applied to selected areas of promotion.

### **MMR 309 Law and Sports Marketing (3 Semester Units)**

Law and Sports Marketing introduces the students to the concepts of must-know laws in the field of sports marketing.

### **MMR 310 History and Philosophy of Recreation (3 Semester Units)**

History and Philosophy of Recreation covers the major historical and philosophical developments in sports and recreation.

### **MMR 311 Sociology of Sports (3 Semester Units)**

This course is a critical exploration of the function of sports in American culture. The course takes an interdisciplinary view in studying sports as a social, community, religious, political, business, and economic phenomena. The course covers all level of sports including: youth, high school, college, and professional. The course will also review sports from a historical framework to the contemporary scene.

### **MMR 312 Commercial Recreation (3 Semester Units)**

This course provides the student with an introduction to community and commercial leisure enterprises including history, types of services, trends, careers, relationship between business and leisure programs, services, and products.

### **MMR 313 Recreation in the Multicultural Community (3 Semester Units)**

Recreation in the Multicultural Community is a combination of classroom and field-based learning approaches that introduce the student to the role of leisure services and recreation as a socializing force in the multicultural urban environment. Emphasis is on discussion, reflection, and analysis of course materials and experiences.

### **MMR 314 Dynamics of Early Childhood Play (3 Semester Units)**

Dynamics of Early Childhood Play is the study of play in relation to the child's early growth and development. The course focuses on the implications of functional, environmental, and leadership dimensions of organized play experiences in early years.

### **MMR 315 Internship**

Students will arrange internships in consultation with the instructor, Academic Dean, and the Placement Office. Units may be from 1 to 3 depending on the assignment.

## **SPORTS COACHING, FITNESS, AND HEALTH**

### **CFH 301 Introduction to Athletic Training (3 Semester Units)**

Introduction to Athletic Training focuses upon the acquisition of strength and cardiovascular enhancement as a means of improving sport performance. The application of sound nutritional principles for athletes is also reviewed.

### **CFH 302 Principles of Conditioning (3 Semester Units)**

Conditioning is a very important part of an athlete. Principles of Conditioning is a course designed to teach sports training and fitness major students the correct way of conditioning

one's body to be in the best shape for competition.

### **CFH 303 Theory and Methodology of Coaching (3 Semester Units)**

Theory and Methodology of Coaching is the study of theory, philosophy, methods, and techniques relating to the coaching of a variety of sports. The class emphasizes practice and event preparation; individual and team fundamentals; and program administration and evaluation.

### **CFH 304 Teaching Techniques for School Physical Education (3 Semester Units)**

Teaching Techniques for School Physical Education is advanced instruction in and practice of teaching competencies in physical education. Additional emphasis is placed on teaching strategies, developing lesson plans, class organization, discipline, safety, and performance evaluation.

### **CFH 305 Coaching Principles: Individual Sports (3 Semester Units)**

Coaching Principles: Individual Sports is the advanced study of theory, philosophy, methods, and techniques relating to the coaching of various individual sports. Emphasis is placed on practice and event preparation; offensive and defensive techniques and strategies; motivation, training, and conditioning.

### **CFH 306 Coaching Principles: Team Sports (3 Semester Units)**

Coaching Principles: Team Sports is the advanced study of theory, philosophy, methods, and techniques relating to the coaching of various team sports. Emphasis is placed on practice and event preparation; offensive and defensive techniques and strategies; motivation, training, and conditioning.

### **CFH 307 Principles of Sports and Exercise Management (3 Semester Units)**

Principles of Sports and Exercise Management combines sport science and entrepreneurial principles in the design and implementation of a sports and/or personal training business.

### **CFH 308 Principles of Teaching Group Fitness (3 Semester Units)**

This course is designed to provide students with an overview of the educational concepts, performance techniques, program design, and leadership skills needed to teach group-led exercise programs and design personal training programs. The course will include basic analysis and application of safe and effective exercise procedures for all fitness levels.

### **CFH 309 Promoting Health and Fitness (3 Semester Units)**

This course is designed to teach students the principles of promoting health and fitness.

The concepts learned in this class may be used to promote health and fitness programs for gyms or physical education classes.

### **CFH 310 Physical Activity and the Aging Process (3 Semester Units)**

Physical Activity and the Aging Process is a study of the psycho-social aspects of aging as related to physical activity. The class also focuses on implications for functional, environmental, and leadership dimensions of leisure and recreation experiences in the later years as well as the aging process.

### **CFH 311 Introduction to Sports Health (3 Semester Units)**

Introduction to Sports Health is the study of modalities including the physiological effects, rationale, principles, and methods of applying physical agents, therapeutic exercises and evaluation, and treatment planning in the practice of Sports Health.

### **CFH 312 Prevention and Care of Athletic Injuries (3 Semester Units)**

This course introduces the theories and methods of prevention, assessment, treatment, and rehabilitation of sports injuries.

### **CFH 313 Treatment Strategies in Sports Health (3 Semester Units)**

Treatment Strategies in Sports Health is designed as the in-depth study of treatment strategies in the practice of Sports Health.

### **CFH 314 Biomechanics of Musculoskeletal Injury (3 Semester Units)**

Biomechanics of Musculoskeletal Injury examines the methods of in-depth analysis of normal and abnormal human movement and function. Lectures will focus on the understanding of joint structure and function as applied to the human body in health and injuries. Laboratory sessions will focus on evaluation procedures for assessing joint mobility, muscle strength and function, limb length and girth, and analysis of human movement.

### **CFH 315 Internship**

Students will arrange internships in consultation with the instructor, Academic Dean, and the Placement Office. Units may be from 1 to 3 depending on the assignment.

## **SPORTS MULTIMEDIA**

### **SM 301 Introduction to Multimedia (3 Semester Units)**

This course is an introduction to the historical, programming, physical, legal, social and economic aspects of multimedia.

### **SM 302 Multimedia Reporting (3 Semester Units)**

This course provides the student with a hands-on understanding of the gathering, writing, and presentation of news and information for television, radio, and online media.

### **SM 303 Sports Writing (3 Semester Units)**

This course is an introduction to and overview of the specific techniques of news and feature writing related to the coverage of sports events. The course includes press experience in preparing copy for print and most other media.

### **SM 304 Broadcast Sports Performance (3 Semester Units)**

In this course, students receive instruction in play-by-play announcing and ~~on~~ in the preparation of extemporaneous discussion of plays and team statistics and other appropriate sports-related information.

### **SM 305 Radio and Television Sports Production (3 Semester Units)**

This course presents the theory and practice of radio and television sports production and editing techniques.

### **SM 306 Multimedia Principles and Techniques (3 Semester Units)**

In this course, students acquire techniques of presenting and reporting coverage and a full range of news, with an emphasis on updating, and new techniques.

### **SM 307 Media Law and Ethics (3 Semester Units)**

This course is an examination of the many ethical issues and dilemmas that face reporters, editors, and producers; dangers of actions for contempt or defamation; laws of copyright and intellectual property and how to resolve them with professional integrity.

### **SM 308 Issues in Sports (3 Semester Units)**

This course is a critical analysis of the current issues in sports, including the politics, business, and history of sports. The goal is to reinforce the notion that sports journalists should differentiate themselves from sports fans.

### **SM 309 Sports Communication (3 Semester Units)**

This course introduces students to the tactics and strategies used in implementing sports information or public relations campaigns in the specialized areas of professional and amateur athletics.

### **SM 310 Sports Journalism (3 Semester Units)**

This specialized writing course covers game stories, features, columns, and profiles, and also examines sports as a commercial enterprise.

### **SM 311 Internship**

Students will arrange internships in consultation with the instructor, Academic Dean, and the Placement Office. Units may be from 1 to 3 depending on the assignment.

## **GOLF MANAGEMENT**

### **GM 301 History of Golf (3 Semester Units)**

This course presents an historical perspective of the development of the game of Golf from inception to the Modern Era with a review of the governing bodies and the Constitution & Bylaws of the USGA, PGA, PGA Tour, LPGA, and GCSAA.

### **GM 302 Rules of Golf I (3 Semester Units)**

The Rules of Golf teaches an appreciation of the history, development, and importance of the rules. Using a variety of sources, students will learn the definitions, etiquette rules, and use of the USGA rule book and Rules of Golf Video and Manual.

### **GM 303 Rules of Golf II (3 Semester Units)**

This course provides an advanced understanding of the Rules of Golf and preparation for students to receive formal certification in the Rules. This course will rely heavily on the USGA Rule Book, USGA Decisions of Golf, PGA Tour rules, and LPGA rules. The curriculum will also utilize a variety of sources including guest speakers, equipment manufacturers, and video sources.

### **GM 304 Golf Car Fleet Management (3 Semester Units)**

This class teaches basic organization, operations, maintenance, and repair of a profitable Golf Car Fleet. The management techniques taught are designed to optimize efficiency, improve safety, and lower operational costs and repairs.

### **GM 305 Tournament Golf Operations (3 Semester Units)**

This course is designed to give the student the skills and knowledge needed to successfully operate golf events from local club functions to PGA sanctioned venues. This course covers all aspects of event planning from start-up planning to event promotions. Instruction will include use of specialized software, videos, and manuals.

### **GM 306 Player Development Programs (3 Semester Units)**

This course teaches how to market a facility and the game of golf to new golfers and selected classes such as juniors, women, seniors, etc. Special focus is placed on attraction, instruction, retention, and organization.

### **GM 307 Career Development (3 Semester Units)**

This course is designed to help students understand today's golf industry job market, the various career paths available, and the skills, qualifications, training and objectives necessary to obtain positions within their chosen career path.

### **GM 308 Introduction to Golf Instruction (3 Semester Units)**

Students will use the PGA Teaching Manual to study the fundamentals of the golf swing, swing teaching techniques, and the laws, principles, and preferences that students can include in their instruction.

### **GM 309 Golf Club Design - Fitting and Repair (3 Semester Units)**

This course covers the basic theory of golf club design and the fundamentals of properly fitting clubs to each player. Also covered are repairs ranging from re-gripping to basic golf club refinishing.

### **GM 310 Golf Club Design – Club Manufacturing and Technology (3 Semester Units)**

This course covers advanced topics in golf club design; casting and forging clubs, trading clubs, custom-made clubs, shaft technology, and advanced technology in club materials. This course also studies how the club and design affect the ball flight, accuracy, and distance of golf shots.

### **GM 311 Essentials of Turf Development and Maintenance (3 Semester Units)**

This course offers a general overview of golf course maintenance techniques, soil preparation, planting, fertilizing, and care of special lawn and turf grasses. Students cover the treatment for diseases and insect pests, characteristics of various grasses, and identification of golf course and landscaping requirements.

### **GM 312 Golf Swing Analysis (3 Semester Units)**

Students are exposed to a variety of swing analysis tools and teaching aids as well as proven techniques of swing flaw identification. Students are taught the cause and effect method of analysis through ball flight analysis, camera, computer, and training aid analysis.

### **GM 313 Business Planning & Golf Operations I – The Start Up (3 Semester Units)**

This course teaches students a basic introduction to the fundamental areas of establishing a successful golf operation with emphasis on how to create a business plan, start up budgets, “Open to Buy” plans, vendor accounts, accounting records, job descriptions, employment contracts, facility development, and policy and procedure development.

### **GM 314 Business Planning & Golf Operations II – Day to Day Skills (3 Semester Units)**

The focus in this course is on how a Head Golf Professional (department head) operates: a golf operation, outside services, the golf car fleet, staff delegation/organization, staff training, staff communications, supervisor skills, interviewing techniques, sales plans, facility marketing, merchandising, retail operations, golf instruction, human resources, event planning, food and beverage operations, customer relations, and amenities.

### **GM 315 Business Planning & Golf Operations III – Advanced Skills (3 Semester Units)**

This course teaches students advanced skills as a General Manager or operating departments: pro shops, restaurants, ranges, merchandising, marketing, accounting, instruction, human resources, member/ customer relations, facility design, course maintenance, and event planning.

### **GM 316 Customer Service and Employee Relations (3 Semester Units)**

This course is an introduction to the key aspects of successful customer service techniques, conflict management, employee relations, vendor relations, and development of interpersonal skills through role play and practical problem solving.

### **GM 317 Food & Beverage Management (3 Semester Units)**

In this course, students learn the management skills of operating private country clubs, food & beverage, catering, event planning, and facility design. This course covers dealing with menu/cuisine, pricing, staffing, training, human resources, food handling certification, health department regulations, vendor relations, invoicing, purchasing, inventory control, sales, marketing, insurance, retention, communications, licenses and permits, and public relations.

### **GM 318 Swing Concepts of Teaching (3 Semester Units)**

This course introduces the techniques used in teaching the short game including putting, chipping, and sand play. Students will be giving golf lessons to the general public, allowing them practical experience in the method of teaching. Students must keep a notebook on all lessons given, which the instructor will analyze.

### **GM 319 Fundamentals of Golf Course Design and Development (3 Semester Units)**

This course provides the students with the fundamentals of golf course design and development. Topics covered include essentials of golf course design taking into consideration the given landscape, identification of golf course, landscaping requirements, irrigation

principles, and the relationship of these elements to the design of an ideal golf course in a given location.

### **GM 320 Coaching Golf (3 Semester Units)**

This course is focused on the proven methods of teaching and coaching golf to others in the forms of private lessons, group instruction, summer camps, and community service programs. Students will learn how to plan, organize, and conduct programs, with a special focus on communication skills and techniques.

### **GM 321 Golf Internship I (2 Semester Units)**

The focus of this course is on supporting each student's specific research interests.

### **GM 322 Golf Internship II (4 Semester Units)**

The focus of this course is on supporting each student's specific research interests.

### **GM 323 Competitive Golf Technique I (3 Semester Units) Optional**

This course is the first part of a three-part series on competitive golf techniques, teaching all the fundamentals of playing competitive golf. Topics covered include correcting errors in swing fundamentals.

### **GM 324 Competitive Golf Technique II (3 Semester Units) Optional**

In the second part of Competitive Golf Techniques, students are introduced to the scientific study of the golf swing. The lever system of the golf swing and many different methods of teaching are analyzed.

### **GM 325 Competitive Golf Technique III (3 Semester Units) Optional**

Covered in this course on advanced golf techniques are the practical application of competitive golf techniques and the approach to effective shot selection and shaping in a playing environment. Also covered are organizing and conducting playing lessons.

## **PE ACTIVITY CLASSES**

- PE 101 Archery (2 Semester Units)
- PE 102 Badminton (2 Semester Units)
- PE 103 Basketball (2 Semester Units)
- PE 104 Bowling (2 Semester Units)
- PE 105 Boxing (2 Semester Units)
- PE 106 Dance I (2 Semester Units)
- PE 107 Dance II (2 Semester Units)
- PE 108 Golf (2 Semester Units)

PE 109 Judo (2 Semester Units)  
PE 110 Soccer (2 Semester Units)  
PE 111 Softball (2 Semester Units)  
PE 112 Strength & Fitness (2 Semester Units)  
PE 113 Swimming (2 Semester Units)  
PE 114 Taekwondo (2 Semester Units)  
PE 115 Table Tennis (2 Semester Units)  
PE 116 Tennis (2 Semester Units)  
PE 117 Volleyball (2 Semester Units)  
PE 118 Weight Lifting (2 Semester Units)

## **MASTER OF SPORTS EDUCATION - SPORTS MANAGEMENT**

### **ASU 501 Adapted Physical Activity (3 Semester Units)**

This course applies theories of learning and principles of teaching to the selection of instructional procedures to be used in physical education.

### **ASU 502 Philosophy of Human Performance (3 Semester Units)**

This course examines how the development of a consistent set of basic professional values compatible with individual differences may serve as a frame of reference for professional behavior.

### **ASU 503 Historical Interpretation of Human Performance (3 Semester Units)**

This course is an historical examination of the origins and development of the various sport and physical education forms around the world.

### **ASU 504 International Physical Education and Sport (3 Semester Units)**

This course is an analysis of the current structure, organization, and methods of physical education and sport in selected countries. Social, cultural, political, economical and religious influences are discussed.

### **ASU 505 Sport Sociology (3 Semester Units)**

This course presents an in-depth study of the relationship between sport and society. Focus will be on social and cultural factors that affect how Americans play and view sport.

### **ASU 506 Principles and Concepts of Perceptual Motor Learning (3 Semester Units)**

This course covers motor behavior and the learning patterns developed in acquiring skill in a motor activity.

### **ASU 507 Legal and Ethical Aspects of Sport (3 Semester Units)**

Topics in this course include sports and its relationship to the common law of contracts and torts, the statutory law of labor and antitrust, constitutional and civil rights law, communications law, and ethics.

### **ASU 508 Marketing and Social Aspects of Sport (3 Semester Units)**

This course discusses sports and its relationship to market research designs, strategies, plans, fundraising, consumer behavior, political, sociological, and historical parameters.

### **ASU 509 Management, Leadership and Communication in Sport (3 Semester Units)**

This course covers management, administration, organizational behavior, and communication theories, problems, and issues in leadership in sports.

### **ASU 510 Graduate Project (3 Semester Units)**

Pre-requisite: Completion of all required coursework and approval of graduate advisor.

## **DOCTOR OF SPORTS MANAGEMENT**

### **ASU 601 Sports Management (4 Semester Units)**

In this course, the administrative components of Sports Management are explored. Topics include advanced concepts of legal liability, financial management, scheduling, supervision, documentation, and general administration.

### **ASU 602 Psychology of Elite Performance (4 Semester Units)**

This course examines the psychological factors that are most critical to elite sport performances. Special emphasis is placed on the physical, mental, and emotional variables related to optimal performance conditions. Theory and practice for athletes and coached will be discussed.

### **ASU 603 Sports in America (4 Semester Units)**

This course is designed to give individuals a sociological perspective on sports in American society. It will examine politics, economics, education, the mass media, gender, race, and financial compensation as each relates to sports.

### **ASU 604 Structure and Function of Professional and Amateur Sports Organizations (4 Semester Units)**

The course provides an analysis of professional and amateur sports organizations from a philosophical, historical, and operational perspective. It takes an in-depth look at the

management and business practices of this industry. It is designed for leaders in the industry who will manage effective and efficient sports organizations.

#### **ASU 605 Sports Marketing Research (4 Semester Units)**

This course examines marketing research pertinent to the successful operation of sports enterprises. It includes the study of research design, data analysis, and the presentation of results.

#### **ASU 606 Sports Leadership Principles (4 Semester Units)**

This course is designed to provide an examination of effective leadership. Students will examine general concepts of leadership (theories, principles, traits, skills, etc.) that are necessary to every sports organization. The course is designed to give individuals a practical look at numerous aspects of leadership. The course stresses how success in a leadership position is often related to an individual's preparation, experience, and knowledge.

#### **ASU 607 Research Methodologies (4 Semester Units)**

This course will introduce research design methods of sports professionals employed in a variety of settings. The format and techniques for writing a scholarly research paper will be presented. Various types of research commonly used in Sports Management are reviewed. Descriptive and inferential statistical analyses are covered, with an emphasis on their application to sports.

#### **ASU 608 Doctoral Degree Mentorship (4 Semester Units)**

This course entails 300 contact hours of supervised work in sports management in schools, colleges, universities, businesses, industries, or sports medicine settings. It is recommended that the Academy Doctoral Degree Mentorship Handbook be purchased two months prior to registration. The Academy Mentorship Office must receive a notarized contract before a student will be granted permission to register for this course. A prerequisite for this course is completion of the first 15 semester hours of the degree program.

#### **ASU 609 Dissertation (8 Semester Units)**

The dissertation represents the formal development of an original piece of research under the direction of a faculty project director and two leaders. The dissertation experience includes two 90-minute oral presentations at the main campus. The plan for a Sports Management research project and associated data collection procedures is presented at the time of the oral proposal defense. A final oral defense of the completed research manuscript is scheduled following data collection and statistical analysis.



punctuation, and compound/ complex sentence structure, as well as continued development of academic skills. Students become more adept at using the library for basic research. Minimum of 52 lecture hours and 2 hours of language laboratory. (Non-degree credit course, CR only)

## **Admission to the Program**

The Registered Program of IEP is open for regular enrollment. Each student must complete an examination for purposes of placement. American Sports University (ASU) places the student at the appropriate level to benefit from instruction based on placement test scores. The prospective student is required to demonstrate ability, at the minimum level, of reading and writing English sufficiently to comprehend the beginning level of instruction.

## **Tuition and Fee Policy**

All students enrolling in a Registered Program of IEP instruction must complete an Enrollment Agreement that includes full disclosure of fees and cancellation and refund policies.

## **Disclosure of Registered Status**

American Sports University is registered with the State of California. Registration means we have met certain minimum standards imposed by the state for registered schools on the basis of our written application to the state. Registration does not mean we have met all of the more extensive standards required by the state for schools that are approved to operate or licensed or that the state has verified the information we submit with our registration form.

## **Transfer into Degree Program**

All students prior to beginning classes will take an internally administered proficiency exam. Students who pass may enter into the degree programs. Those who do not pass will enter into the ESL level class that corresponds with their score.

## **ADMISSIONS INFORMATION**

### **BACHELOR'S DEGREES AND CERTIFICATE PROGRAMS**

The admissions process and standards are the same for the Bachelor's degree programs and certificate programs, as follows:

All applicants must provide confirmation of high school graduation by one of the following:

- High school diploma or GED certificate;
- Transcript: All applicants must request official transcripts sent directly from the institution of origin.

Transcripts must include confirmation a student graduated or left the institution in good standing, with a minimum GPA of 2.0. Students who are applying to the bachelor degree or certificate programs and who have completed some college coursework must submit both college and secondary school transcripts.

### **MASTER'S DEGREE**

Admission to the Master's Degree program requires that the applicant has earned a baccalaureate degree from a regionally accredited, or state-approved, academic institution. In general, applicants must have a cumulative GPA of at least 3.0 (on a 4.0 scale) in order to be competitive in the admissions process.

- All applicants must provide confirmation of award of a baccalaureate degree in the form of an official transcript;
- Applicants must submit a written essay explaining why their background of preparation is appropriate to qualify for admission to a graduate degree in Sports Business.

### **DOCTORAL DEGREE**

Admission to the Doctoral degree program requires that the applicant has earned a master's degree from a regionally accredited, or state-approved, academic institution. In general, applicants must have a cumulative GPA of at least 3.0 (on a 4.0 scale) in order to be competitive in the admissions process.

- All applicants must provide confirmation of award of a baccalaureate degree in the form of an official transcript;
- Applicants must submit a written essay explaining why their background of preparation is appropriate to qualify for admission to a graduate degree in Sports Management.

### **INTENSIVE ENGLISH PROGRAM**

Admission to the Intensive English Program requires all applicants to take a placement test which will determine the level of instruction the applicant will be participate in. The Intensive English Program has an open enrollment; therefore, all applicants will be granted admission to the program. Credits earned in the Intensive English Program are not credited towards either

Bachelor of Science or Master of Science degrees.

## INTERNATIONAL STUDENTS

American Sports University issues I-20 eligibility certificates to improve students' chances of entering the United States. The University does not supply visas, a service provided only at the U.S. Embassy. International students do not qualify for need-based financial aid. Students already residing in the U.S. and holding other non-immigrant visas (such as E2, H2, or L2) are classified as international students.

### **Admissions**

International applicants (those who are or will be in the United States on non-immigrant visas) are required to submit the following documents. Additional information may be required by the academic departments.

1. Application for admission.
2. Application fee – a check or money order drawn on a U.S. bank in U.S. currency and made payable to American Sports University must accompany the application; the fee is nonrefundable and cannot be deferred.
3. Scores on examinations required for admission (e.g. TOEFL) must be sent to ASU by the testing agency.
4. One official copy of academic records with certified English translation.
5. Documented evidence of financial support (see Financial Guarantee Statement).
6. Graduate students must submit letters of recommendation directly to the appropriate academic department as requested.

### **Financial Guarantee Statement**

The United States government requires all international applicants to provide proof of ability to pay tuition and living expenses before a formal letter of admission or the forms needed for obtaining a visa will be issued. International students are also required to have health and accident insurance. The cost of university-provided insurance will be added to the student's fees unless he or she presents proof of adequate coverage.

Each applicant relying on personal or family support must furnish, at the time of application, an original financial-guarantee letter indicating the sponsor's name and address and verifying the ability to pay all education-related expenses for the first academic year. This document must be verified by bank seal. It is crucial for students to submit their financial-guarantee letters with their applications if they wish to receive notification of admission as quickly as possible.

Applicants whose financial support will come from their home governments or other official agencies must submit similarly appropriate documents from their sponsors at the time of application. International students cannot meet the full amount of their educational expenses by working while in the United States. The U.S. Immigration and Naturalization Service rarely

allows students to work off-campus, and employment opportunities are further limited by legislation that requires holders of student visas to be full-time students.

### **Deadline for International Applications**

Students should send completed applications with the required documents and fee to the Office of Admission. All international students must meet the deadlines in the application for their particular program of study. Only an admission letter from the Office of Admissions grants official admission.

### **Official Document to Enter the United States**

The Office of Admissions will provide I-20 eligibility certification for the student to enter the United States. Any student entering the United States by means of a document issued by ASU must register for the semester in which he/she is admitted. Failure to register disqualifies the student from reapplying for one year from that semester. Re-acceptance is not guaranteed.

### **Registration Requirements for International Students**

International students on student visas must be registered full-time. Such students are considered in violation of immigration laws if not formally registered.

ASU will not issue a Certificate of Eligibility (Form I-20) until the student has been admitted and has been financially certified by the University.

The Admissions Office will issue letters of acceptance to successful applicants who have completed satisfactorily all requirements. Form I-20 will be sent to international students.

Students must report to school within seven (7) days after arriving in the U.S. or the I-20 will be void. An F1 student must remain in attendance at the university that issued the I-20 form a minimum of two semesters before transferring to another school.

### **Admission Credit Evaluations**

All official transcripts of previous work completed overseas, as well as at U.S. colleges or universities, should be directed to the Office of Admissions.

### **English Language Requirements**

All instruction offered by ASU is in the English language. An international student must score 213 or higher on the computer-based Test or 79 or higher on the internet-based Test of English as a Foreign Language (TOEFL) in order to qualify for the admission. The student also has the option of passing the ASU-issued English equivalency exam.

### **Exceptions to the Admissions Standards**

Exceptions to the Admissions Standards may be made at the discretion of the University President, Academic Dean, and / or Admissions Director.

## **ACADEMIC INFORMATION**

### UNIT OF CREDIT

The semester credit hour is the unit of academic measurement used by the University. Three hours of contact time equals one unit of credit for labs, and one hour of contact time equals one unit of lecture.

### ACADEMIC CALENDAR

The University begins classes several times each year. For specific start dates, refer to the calendar. An academic year varies from 30 to 34 weeks, during which full-time undergraduate students can earn at least 30 semester credit hours.

### ENROLLMENT STATUS

#### **Undergraduate Class Level**

Students are classified by level based on academic credits completed:

- Freshman 0-34
- Sophomore 35-68
- Junior 69-102
- Senior 103+

All undergraduates must pursue full-time studies unless admitted to Special Status.

The normal load for undergraduates is 17 semester credits. When registration falls below 12 credits, students are not eligible to participate in certain extracurricular activities, such as athletics, and jeopardize their financial aid status.

### CREDIT FOR EXPERIENTIAL LEARNING

American Sports University does not allow credit for prior experience toward any educational programs.

### TRANSFER OF CREDIT

The awarding of credit for coursework completed at any other institution is at the sole discretion of American Sports University.

The general process is as follows:

- Official evaluation of acceptability for transfer: An official evaluation of all previously completed college credit is prepared by the Registrar as part of the process of approval of a transfer student for general admission to the University. Only the Academic Dean is authorized to speak for the University with respect to the transferability of credit.

- Acceptability for transfer: At the time of a student's admission to the University, previously earned college credit is evaluated by the Registrar in accordance with regulations established by the Academic Dean as to acceptability for transfer. A summary of all previous college work and all transferable work is prepared by the Academic Dean for use in advisement of the student. Such evaluation does not constitute an agreement to accept any specific credit in lieu of any specific requirement for graduation from American Sports University.

- Not acceptable for transfer: credit for challenge examinations or credit by achievement tests.

The following general criteria are used by the Dean in determining acceptability for transfer:

- Of the first 60 semester credits awarded a student in an undergraduate program, no more than 15 semester credits may be awarded by another institution may be transferred for credit toward a Bachelor's degree. Of the second 60 semester units (i.e., credits 61 to 120) awarded a student in an undergraduate program, no more than 15 semester credits may be awarded by another institution may be transferred for credit toward a Bachelor's degree.
- No more than six graduate semester units or the equivalent in other units awarded by another institution may be transferred for credit toward a Master's degree.
- Credit is accepted from regionally accredited post-secondary institutions, from institutions accredited by bodies recognized by the Council on Regional Post-Secondary Accreditation (CORPA) and by state-approved schools.
- Foreign institutions: Guidelines presented in the AACRAO World Education Series are applied. Where credit and content determination cannot be made from foreign transcripts, the Registrar will require that the transcripts be reviewed by a recognized credential evaluation service at student expense before transfer of credit will be considered. The Registrar will require that transcripts in languages other than English be translated at student expense. The Registrar reserves the right to determine whether or not foreign transcripts meet the University's requirements for acceptance as official records.
- Transfer coursework must be established as equivalent (comparable) to coursework required in the program in which the student is enrolled. Equivalency is established through review of transcripts and catalogs of the institution in which credit was earned.
- Only courses bearing grades of "C minus" ("C-") or higher may be transferred to an undergraduate program. Graduate coursework must be completed at a minimum grade level of "B." Courses bearing grades such as "pass" or "credit" may be transferred

provided the regulations of the sending institution indicate that such credit represents work at the level of “C-” or higher for undergraduate programs. Coursework bearing “pass” or “credit” grades may only be accepted for inclusion in a specific program upon review and approval of the program faculty.

- In the case of credit that is to be included in a program, time limits on applicability to the program may be established by the program faculty.
- Transfer of credit by students matriculated at American Sports University: In general, it is expected that, once enrolled at American Sports University, a student will earn all subsequent credit toward the degree at the university.

## NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION

The transferability of credits you earn at American Sports University is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the degree or certificate you earn in your educational program is also at the complete discretion of the institution to which you may seek to transfer. If the credits or degree/ certificate that you earn at this institution are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending American Sports University to determine if your credits or degree/certificate will transfer.

## TRANSFER OR ARTICULATION AGREEMENTS

This institution has not entered into any transfer or articulation agreements with any other college or university.

## SCHOLASTIC REGULATIONS

### Academic Probation

Students who earn a grade of below 70% for two or more courses within one semester, or whose applied performance does not meet the school’s standard as determined by the applied teaching faculty, shall be placed on academic probation. Students on probation are required to improve their work sufficiently during the next semester of enrollment to be removed from this status. Students who remain on probation for more than one semester risk dismissal from the school. Each student on probation shall be notified in writing by the Academic Dean of the requirements that must be satisfied to avoid dismissal.

### Academic Progress

The American Sports University curriculum is designed to give each and every student a series of courses in a specific order to ensure optimum learning and understanding from

beginning to end. Each course within the program is completed in a 15-week period of time. Evaluations for appropriate levels of progress are established by:

- Class grades and attendance
- Satisfactory completion of assignments both in and outside of class
- Attainment of the expected level of accomplishment in performance as required

### **Attendance Policy**

Regular class and sports team practice attendance will be taken for each period of educational training. To successfully complete a course and to receive academic credit, students must attend at minimum 90% of lectures and classes. Special exceptions to this policy may be made. In the case of illness or family emergency, the student is required to provide written documentation of such. The student is solely responsible for making up all work missed due to absence.

### **Auditing**

Students who wish to audit (attend without academic credit) a course must request permission in writing from the Academic Dean of the school. Auditing is available only with such permission.

### **Disciplinary Probation, Suspension, Expulsion**

Any student at American Sports University may be expelled, suspended, placed on probation, or given a lesser sanction for one or more of the following causes listed below, which must be campus related. Any disciplinary action by the administration must be administered in a fair and reasonable manner. Prior notice of at least 15 days will be given before a formal disciplinary action is taken. The notice shall be in writing and shall state the facts which prove that one of the offenses has been committed and what, if any, informal actions have been taken. Students may appeal the disciplinary action and demand a hearing through the Student Grievance procedure.

### **Causes for Sanction**

1. Cheating or plagiarism in connection with an academic program at the campus.
2. Forgery, alteration, or misuse of campus documents, records, or identification, or knowingly furnishing false information to a campus official.
3. Misrepresentation of oneself or of an organization to be an agency of the campus.
4. Obstruction or disruption, on or off campus property, of the campus educational or administrative process, or any campus function.
5. Physical abuse on or off campus property of the person or property of any member of the campus community or of members of his or her family or the threat of such physical abuse.

6. Theft of, or non-accidental damage to, campus property or property in the possession of, or owned by, a member of the campus community.
7. Unauthorized entry into, unauthorized use of, or misuse of campus property.
8. On campus property, the sale or knowing possession of dangerous drugs, restricted dangerous drugs, or narcotics as those terms are used in California statutes, except when lawfully prescribed pursuant to medical or dental care, or when lawfully permitted for the purpose of research, instruction, or analysis.
9. Knowing possession or use of explosives, dangerous chemicals, or deadly weapons on campus property.
10. Engaging in lewd, indecent, or obscene behavior on campus property or at a campus function.
11. Abusive behavior directed toward, or hazing of, a member of the campus community.
12. Violation of any order of the administrative officers of the school, notice of which has been given prior to such violation and during the academic term in which the violation occurs, either by publication in the campus newspaper or by posting on an official bulletin board designated for this purpose, and which order is not inconsistent with any of the other provisions of this section.
13. Soliciting or assisting another to do any act which would subject a student to expulsion, suspension, or probation pursuant to this section.
14. Conviction of a serious crime.

## **ACADEMIC HONORS**

Students who receive their degrees from American Sports University and graduate with cumulative GPAs as listed below will be honored with special mention in the graduation ceremony:

Academic honors are earned by undergraduate students only and are granted at graduation according to their GPA:

Cum Laude 3.40 - 3.69

Magna Cum Laude 3.70 - 3.89

Summa Cum Laude 3.90 - 4.00

## **GRADING SYSTEM**

Grades are assigned according to the following system of evaluation for undergraduate and

graduate programs:

### **Grade Score/ Grade Explanation /Grade Point**

- Excellent: A+ 100-98/ 4.0 A 97-94 / 4.0 A- 93-90 / 3.7
- Good: B+ 89-87 / 3.3 B 86-84 / 3.00 B- 83-80 / 2.7
- Average: C+ 79-77 / 2.3 C 76-74 /2.0 C- 73-70 /1.7
- Unsatisfactory: D+ 69-67 / 1.3 D 66-64 / 1.00 D- 63-60 / 0.7
- Failing: F Below 60 / 0.00
- CR: Credit
- NC: No Credit
- IN: Incomplete
- W: Withdrawal

### **STANDARDS OF SATISFACTORY ACADEMIC PROGRESS**

A student who is making reasonable progress toward graduation (measured by completed credit hours) and is not subject to academic probation is considered to be in good standing. A minimum cumulative GPA of 2.00 in all work taken at the University—including major, minor, and related subjects—is necessary to graduate.

### **MAXIMUM TIME IN WHICH TO COMPLETE**

No course that has been completed more than six years before the date of graduation will be counted toward an ASU degree.

### **APPEAL OF GRADES**

The grade an instructor awards cannot be changed by anyone other than that instructor. A disputed grade given by an ASU instructor may be appealed to a review board for mediation and resolution. Decisions of the board in such cases are final and not subject to further appeal.

### **REINSTATEMENT**

Students who have withdrawn and seek readmission must submit a readmission application to the Office of Admissions. Readmitted students must meet the requirements in effect at the time of readmission.

### **GRADUATION REQUIREMENT**

All candidates for graduation must submit an Application of Intent before midterm of the last semester prior to graduation. These applications will be available from the Dean of Students.

To become a candidate, each undergraduate student must achieve a cumulative GPA of at

least 2.0 on all work attempted at American Sports University. All students must satisfactorily complete 124 units in order to graduate.

Graduate students must achieve a cumulative GPA of at least 3.0 on a minimum of 30 semester units.

In addition to being in good academic standing, a graduating student must have fully discharged all financial obligations incurred to the University.

## LEAVE OF ABSENCE

Students who provide adequate evidence of extenuating circumstances may interrupt their studies and apply for a Leave of Absence (LOA). Requests must be made in writing to the Academic Dean and approved by the Dean in writing.

The written request must include the length and purpose of absence, with documentation of the latter. Only students making satisfactory progress in their studies will be granted leaves.

Students who do not contact the Academic Dean for leave approval will be dismissed after five school days of consecutive absences. Students who have “dropped out” or discontinued instruction without administrative approval will have to re-apply and satisfy the requirements in place at that time.

## FINANCIAL INFORMATION

### FINANCIAL AID

American Sports University does not participate in any state or federal financial aid programs.

If a student obtains a loan to pay for an educational program, the student will have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund. If the student has received federal student financial aid funds, the student is entitled to a refund of the moneys not paid from federal student financial aid program funds.

### TUITION AND FEES

Students are required to pay all fees in the form of cash, check, money order, or credit card. A summary of all student tuition charges is as follows:

## Tuition in U.S. Dollars

PROGRAM	REGISTRATION FEE NON-REFUNDABLE	STUDENT TUITION RECOVERY FUND (STRF) NON-REFUNDABLE *	TEXTBOOKS	STUDENT SERVICES FEE PER YEAR	STUDENT ID CARD FEE PER YEAR	LAB FEE	TUITION	TOTAL COST**
ESL	\$50.00	\$20.00	\$165.00	\$75.00	\$20.00	\$200	\$7000	\$7,530.00
CERTIFICATE	\$50.00	\$22.50	\$165.00	\$75.00	\$20.00	N/A	\$9000 [\$500/UNIT]	\$9,332.50
BACHELOR	\$50.00	\$157.50	\$1,400.00	\$300.00	\$80.00	N/A	\$60,760 [\$490/UNIT; \$16,660/YEAR]	\$62,747.50
MASTER	\$100.00	\$45.00	\$610.00	\$75.00	\$20.00	N/A	\$17,400 [\$580/UNIT; \$6960/YEAR]	\$18,250.00
DOCTOR	\$150.00	\$50.00	\$515.00	\$150.00	\$40.00	N/A	\$19,500 [\$650/UNIT; \$7800/YEAR]	\$20,405.00

\* \$2.50 per thousand dollars of tuition, rounded to the nearest thousand dollars.

### Mandatory Fees in U.S. Dollars - Description of Fees:

- Readmission Fee (non-refundable) \$100<sup>2</sup>
- Express Mailing Fee (non-refundable) \$50<sup>2</sup>
- Student Services Fee \$75 per year<sup>1</sup>
- Student ID Card \$10 per semester<sup>1</sup>
- Textbooks (per semester), estimated \$175, depending on course load<sup>1</sup>
- Express Official Transcript Fee \$25<sup>2</sup>
- Copy of Official Transcript Fee (per copy) \$10<sup>2</sup>
- Returned Check Fee \$50<sup>2</sup>
- Parking Fee (per semester) \$50<sup>2</sup>
- Graduation Fee \$200<sup>2</sup>
- Room & Board Fee:\$700 / \$8,400(Double Room) per year<sup>2</sup>

<sup>1</sup> Assessed to every student

<sup>2</sup> Assessed only if applicable

\*\* Estimated charges for the period of attendance and the entire program. The University reserves the right to increase all fees and tuition without notice, at its discretion.

## REFUND POLICY

### *Student's Right to Cancel*

1. You have the right to cancel your program of instruction, without any penalty or obligations, through attendance at the first class session or the seventh calendar day after enrollment, whichever is later. After the end of the cancellation period, you also have the right to stop school at any time; and you have the right to receive a pro rata refund if you have completed 60 percent or less of the scheduled days (or hours) in the current payment period in your program through the last day of attendance.
2. Cancellation may occur when the student provides a written notice of cancellation at the following address: American Sports University, 399 North D Street, San Bernardino, CA 92401. This can be done by mail or by hand delivery.
3. The written notice of cancellation, if sent by mail, is effective when deposited in the mail

- properly addressed with proper postage.
4. The written notice of cancellation need not take any particular form and, however expressed, it is effective if it shows that the student no longer wishes to be bound by the Enrollment Agreement.
  5. If the Enrollment Agreement is cancelled the school will refund the student any money he/she paid, less a registration or administration fee not to exceed \$150.00, and less any deduction for equipment not returned in good condition, within 45 days after the notice of cancellation is received.

#### *Withdrawal from the Program*

You may withdraw from the school at any time after the cancellation period (described above) and receive a pro rata refund if you have completed 60 percent or less of the scheduled days (or hours) in the current payment period in your program through the last day of attendance. The refund will be less a registration or administration fee not to exceed \$150.00, and less any deduction for equipment not returned in good condition, within 45 days of withdrawal. If the student has completed more than 60% of the period of attendance for which the student was charged, the tuition is considered earned and the student will receive no refund.

For the purpose of determining a refund under this section, a student shall be deemed to have withdrawn from a program of instruction when any of the following occurs:

- The student notifies the institution of the student's withdrawal or as of the date of the student's withdrawal, whichever is later.
- The institution terminates the student's enrollment for failure to maintain satisfactory progress; failure to abide by the rules and regulations of the institution; absences in excess of maximum set forth by the institution; and/or failure to meet financial obligations to the School.
- The student has failed to attend class as stipulated in the ASU attendance policy.
- Failure to return from a leave of absence.

For the purpose of determining the amount of the refund, the date of the student's withdrawal shall be deemed the last date of recorded attendance. The amount owed equals the daily charge for the program (total institutional charge, minus non-refundable fees, divided by the number of days in the program), multiplied by the number of days scheduled to attend, prior to withdrawal. For the purpose of determining when the refund must be paid, the student shall be deemed to have withdrawn after failing to attend class as stipulated in the American Sports University attendance policy.

For programs beyond the current "payment period," if you withdraw prior to the next payment period, all charges collected for the next period will be refunded. If any portion of the tuition was paid from the proceeds of a loan or third party, the refund shall be sent to the lender, third party or, if appropriate, to the state or federal agency that guaranteed or reinsured the loan. Any amount of the refund in excess of the unpaid balance of the loan shall be first used to repay any student financial aid programs from which the student received benefits, in proportion to the amount of the benefits received, and any remaining amount shall be paid to the student.

If the student has received federal student financial aid funds, the student is entitled to a refund of moneys not paid from federal student financial aid program funds.

#### STUDENT TUITION RECOVERY FUND

You must pay the state-imposed fee for the STRF if all of the following applies to you:

- You are a student who is a California resident or are enrolled in a residency program, and prepays all or part of your tuition either by cash, guaranteed student loans, or personal loans, and
- Your total charges are not paid by any third-party payer such as an employer, government program, or other payer unless you have a separate agreement to repay the third party.

You are not eligible for protection from the STRF and you are not required to pay the STRF fee if either of the following applies:

- You are not a California resident, or are not enrolled in a residency program, or.
- Your total charges are paid by a third party, such as an employer, government program or other payer, and you have no separate agreement to repay the third party.

The State of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by student who are California residents, or are enrolled in a residency program, attending certain schools regulated by the Bureau for Private Postsecondary and Vocational Education.

You may be eligible for STRF if you are a California resident or are enrolled in a residency program, prepaid tuition, paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The school closed before the course of instruction was completed.
2. The school's failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose, or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school.
3. The school's failure to pay or reimburse loan proceeds under a federally guaranteed student loan program as required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other cost.
4. There was a material failure to comply with the Act or this Division within 30 days before the school closed or, if the material failure began earlier than 30 days prior to closure, the period determined by the Bureau.
5. An inability after diligent efforts to prosecute, prove, and collect on a judgment against the institution for a violation of the Act.

## STUDENT INFORMATION

### ACADEMIC ADVISING

The University offers students a variety of success-oriented services as well as activities for the benefit of students and the community. Students seek help and advice during their college education for many reasons. At American Sports University, the student comes first. Every effort is made to develop a relationship with the student body so that individuals feel comfortable in requesting and receiving assistance.

The Academic Dean is responsible for providing academic assistance and should be consulted when assistance is desired. Referrals to outside agencies may also be provided as needed. The administrative staff and the faculty are also available for advising assistance.

### CAREER AND PLACEMENT SERVICES

American Sports University makes no explicit or implied guarantee of job placement. Faculty and staff will provide assistance in investigating job opportunities and will conduct workshops on resume writing and interviewing techniques.

### FACULTY

Each member of our faculty combines relevant professional experience with appropriate academic credentials. ASU's faculty members bring the highest level of professionalism to the classroom and be are recognized by their academic peers. Through the guidance of the faculty, theoretical, practical and creative applications addressed in the curricula will be reinforced by interaction with professionals in the sports industry. ASU is in the process of assembling an experienced faculty with outstanding academic and athletic credentials. They will be continuously introduced via ASU's Website as they are added to our staff.

Current faculty members and their qualifications are as follows:

- **Ji Hoon Chae**, Ph.D., Sports and Leisure Studies, Yonsei University; Gold Medalist, Speed Skating, 1994 Olympic Games
- **Gyasmine George**, M.S., Counseling, University of Laverne
- **Richard T. Johnson**, M.B.M., University of Colorado; PGA professional
- **Dongsoo Lee**, Ph.D., Gerontology, University of Massachusetts; M.S., University of Southern California
- **Ravi S. Patel**, M.D., Ross University
- **Suraj Patel**, J.D., St. Thomas University
- **Ramseyer, Diana Marie**, Ed.D., Argosy University; M.A., California State University, San Bernardino
- **Sung Jong Shin**, Ph.D., Theology, Temple University
- **Stanley A. Slowinski**, Ph.D., Applied Sports Psychology, Optimal Performance Institute
- **Chris Ulate**, M.A., History, California State Polytechnic University

## ORIENTATION

Students are introduced to the University and to each other, with a library tour and orientation at the beginning of each term. The purpose of this orientation is to educate the students on access to information about library resources and services and to foster group interaction.

## HOUSING

ASU's newly built dormitory houses 300 students in singles, doubles, triples, and quads. All rooms feature in-suite bathrooms. The dormitory is adjacent to the main campus. First year students, regardless of class standing, must live in the dormitories and have a meal plan. Requests for exceptions to the rule must be made in writing. Pricing (including the meal plan) is as follows:

Single \$8100

Double \$6300

Triple \$5400

## HOUSING – OFF-CAMPUS

For those looking to rent in the area around campus, please consult the Office of Student Affairs for apartment and roommate listings, information for and about landlords, forms, assistance and more. Housing is available near the ASU campus. According to rentals.com for San Bernardino, CA, rental properties start at approximately \$500 per month.

## STUDENT HANDBOOK (CATALOG)

Each student will receive a Student Handbook outlining the details of American Sports University's policies and regulations. Students are expected to read the Student Handbook and comply with its contents.

Students are expected to be familiar with the information presented in this catalog and in any supplements and addenda to the catalog, as well as with all University policies. By enrolling in American Sports University, students agree to accept and abide by the terms stated in this catalog and all University policies.

If there is any conflict between any statement in this catalog and the Enrollment Agreement signed by the student, the provision in the Enrollment Agreement controls and is binding.

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to:

Bureau for Private Postsecondary Education  
P.O. Box 980818  
West Sacramento, CA 95798-0818

[www.bppe.ca.gov](http://www.bppe.ca.gov)

P: 888.370.7589 / F: 916.263.1897

As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement.

A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling (888) 370-7589 or by completing a complaint form, which can be obtained on the bureau's Internet Web site [www.bppe.ca.gov](http://www.bppe.ca.gov)

## STUDENT RECORDS

The University will maintain student records necessary for the educational guidance and/or welfare of students, for the orderly and efficient operation of the University, and as required by law, for a minimum of five years. All information related to individual students will be treated in a confidential and professional manner. All records required by the BPPE are retained for a minimum of five years from the last date of attendance, with student transcripts retained permanently.

Student records are the property of the University but will be made available to appropriate parties in accordance with local, state, and federal law as well as BPPE policy.

## ACADEMIC WARNINGS

A student who does not earn a minimum of a 2.0 GPA (grade point average) for the term will be placed on academic warning for the next term of attendance. The student will meet with a member of the staff in order to determine the course of action needed to improve the student's academic performance. Possible courses of action are a reduction in course load, procurement of tutorial services, development studies, and/or withdrawal from extracurricular activities. Any student who is on academic warning and changes programs will remain on warning during the first term of his or her new program.

## STUDENT CONDUCT

The university is committed to maintaining a safe and healthy living and learning environment for students, faculty, and staff. Each member of the campus community must choose behaviors that contribute toward this end. Student behavior that is not considered appropriate is addressed through an educational process that is designed to promote safety and good citizenship and, when necessary, to impose appropriate consequences.

## CAMPUS SECURITY

It is a policy of American Sports University to protect members of the university and the total college community and the property of ASU. In accordance with this policy, ASU

maintains police and safety services.

**FOR NON- EMERGENCIES:**

Contact the University Police at (909) 889-5555. This also would be the number to call in order to locate or turn in lost articles or to relay concerns for personal safety on campus.

**TO REPORT ANY CRIMINAL ACTION OR A LIFE-THREATENING EMERGENCY:**

Contact the San Bernardino Police Dept. at (909) 384-5742, or call 911

**HARASSMENT-FREE ENVIRONMENT**

It is the policy of the University that no student should be subjected to unsolicited, unwelcome, abusive, or offensive conduct of either a verbal or physical nature. Harassment refers to behavior that is not welcome, is personally offensive, interferes with efficacy or creates uneasiness. Examples of harassment include, but are not limited to: repeated offensive sexual flirtations, advances or propositions; continued or repeated verbal abuse of a racial nature; graphic, degrading, or demeaning ethnic comments about an individual or about his/ her appearance; the display of sexually suggestive objects or pictures; or any other offensive or abusive verbal comments or physical contact.

Further, students will not be subjected to third-party harassment, which is defined as behavior that is personally offensive to an observing party.

Students engaging in any act of harassment that discriminates against another student because of race, color, national or ethnic origin, gender, religion, marital status, or the presence of a disability, will not be tolerated. Such conduct is specifically prohibited.

In the event that a student alleges that an act of harassment has taken place, the University will take an appropriate action in accordance with set policies and procedures.

**STUDENT FREEDOM OF EXPRESSION**

The free expression of student opinion is an important part of education in a democratic society. Students' verbal and written expression of opinions at the University is to be encouraged so long as it does not substantially disrupt the operation of the University or defame, slander, or harass a member of the University community. Students are, however, expressly prohibited from the use of vulgar and/or offensive terms, images, and behaviors.

**NONDISCRIMINATION**

The University does not discriminate against applicants and students on the basis of gender, religion, race, color, marital status, disability, national origin, ethnic origin or any other class prohibited by law. The University has adopted this non-discrimination policy, makes this policy known to the general public, and operates in a bona fide manner in accordance with the

administration of its educational and admissions policies, scholarship and loan programs, and other University administered programs. The University's non-discrimination policy will be published in accordance with local, state, and federal law.

## CONSUMER DISCLOSURE

American Sports University has never filed for bankruptcy petition, operated as a debtor in possession or had a petition of bankruptcy filed against it under Federal law.

## STUDENT GRIEVANCE POLICY

**1. Filing a Grievance:** The complainant shall file a written grievance with the President. The complainant shall record with specificity the circumstances of his/ her grievance.

**2. Administration:** The President will appoint a Committee consisting of three members from the faculty/staff. The President may, at his/her discretion, also elect to appoint a student member of the Committee. The President shall make every effort to ensure that a fair, impartial and representative Committee hears the matter.

**3. Notification:** The President shall give the respondent written notification that a grievance has been filed, as well as a copy of the grievance. The President shall provide a copy of the response to the complainant.

**4. Investigation:** The following standards for the investigation will be observed:

A. In conducting the investigation, the Committee shall receive and review the grievance, the response, and other pertinent statements or documents in confidence.

B. The complainant and respondent shall be given the opportunity to respond to one another's statements and to present witnesses or concerned parties in conformity to the evidence presented.

**5. Decision:** When, in the judgment of the Committee, the positions of the complainant and respondent have been equitably heard, the Committee shall submit a written report to the President.

**6. Disposition:** The President will make the decision regarding any action taken. The President will discuss the decision with the Chairman of the Board prior to taking any action, if the action to be taken differs from the Committee's recommendation. Current or former students of American Sports University who believe that the university, or anyone representing the University, has acted unlawfully have the right to file a complaint with the Bureau for Private Postsecondary Education (BPPE) by calling 888.370.7589 or by completing a complaint form, which can be obtained on the bureau's Internet Web site [www.bppe.ca.gov](http://www.bppe.ca.gov).

## LIBRARY

ASU's Library houses books, periodicals, pamphlets, articles, and other support materials chosen to supplement the University's curriculum. ASU also provides access to the internet. Library orientations, conducted at the beginning of each term, serve as an introduction to the location of materials and services within the library. They also serve as an opportunity to meet one another in a group setting.